



SOCIAL MEDIA VIDEO MATTERS:

why and how to do it at your law firm (with examples)

Hi Shelby,

Whether you love it or hate it, a strong social media presence is necessary to highlight your firm's work, attract top talent and garner the attention of new clients. Welcome to 2024.

However, text-based-only posts no longer capture attention like they used to. Businesses that post short-form videos on social media receive the highest return on investment, according to HubSpot's 2024 State of Marketing. So, how can you take advantage of this medium?

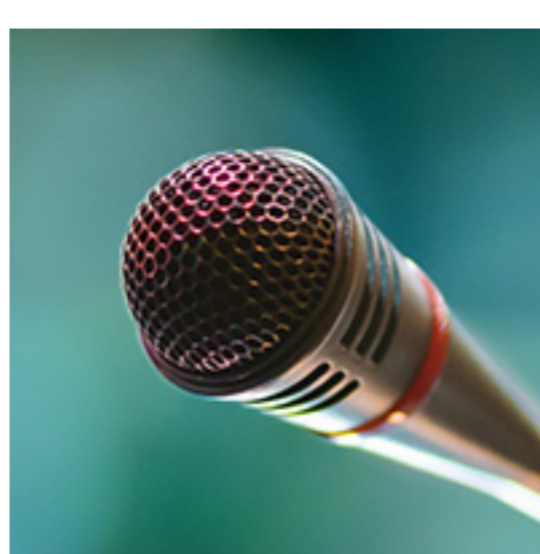
In her latest blog post, Sofia provides seven types of video that perform well for law firms, with real-world examples. Go check it out!

Happy marketing,

Michelle

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[How to build your speaking strategy before this year's conference season](#)

For those looking to amp up their new business efforts, speaking at industry conferences can provide valuable facetime to show off your expertise in front of potential new clients. Learn how to establish your credibility so that, when it comes time to throw your hat in the ring for those speaking opportunities, you come out on top.



[Keeping your emails out of the spam folder](#)

The journey doesn't end when you press "send email." And — for some — it can be the start of trouble when your boss asks why the company's latest email send ended up in her spam folder. Learn what trips spam filters and get practical advice to ensure your emails land securely in your recipients' inboxes.

Spill the Ink Podcast



[Legal marketer spotlight: A servant leadership approach to law firm marketing](#)

Law firms are relationship-driven businesses — and not only in terms of attorney-client relationships. Aricia Gallaher's recipe for success is to approach marketing with an understanding that nurturing connections is kingpin, both internally and externally. In this episode, Aricia discusses how being a servant leader has supported business growth at her law firm, Chambliss, Bahner & Stophel.

WELCOME, RAYCHEL!



Reputation Ink is proud to welcome former *ALM* editor Raychel Lean as our newest account manager. She brings with her more than a decade of experience in writing, editing, reporting, marketing, managing teams and overseeing print and online publications.

Lean served for five years as managing editor for *American Lawyer Media's* South Florida publication, the *Daily Business Review*, where she and her team covered law, real estate and business for an audience of legal professionals. More recently, she led communications programs for clients in South Florida's legal, financial and insurance sectors. She was also the lead editor for a national team of content marketers focused on law firms.

[Learn more about Raychel](#); we are so excited to welcome her to the team!

<p>ABOUT US:</p> <p>Reputation Ink is a marketing and public relations agency focused on law firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.</p>	<p>CONTACT US:</p> <p>Reputation Ink P.O. Box 13190 Jacksonville, FL 32206 904-374-5733 www.rep-ink.com</p>
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